

ABSTRACT

A striking face backing for golf clubs, such as a driver, iron or putter, is formed of non-uniform geometry or material arranged to create a desired "feel" to the golfer and/or produce a desired effect on the golf ball. For instance, the backing can be arranged to create a variation in mechanical properties across the striking face. The backing designs can be applied behind integral striking faces, or as part of monolithic, unitary striking face, or pixel striking face inserts. The geometry, compression, and rebound properties of the backing are communicated to the striking face. Thus a sweet spot on the striking face of the club may be enlarged and/or shifted and the effects of imperfectly executed impacts may be mitigated.